

Gimbel Brothers | Store Opens at 8:30 | Gimbel Brothers | Philadelphia | Gimbel Brothers | Store Closes at 5:30 | Gimbel Brothers

Saturday: Opening of Gimbels Acre of Toys

Just playthings for little folks and big—inconsequential things, some old hard hearts think. But so important to this store of service-giving that we send travelers into war-zones to find the things we need. The three Gimbel Stores will sell a third of a million dollars in toys in December alone—so, you see, toy-makers in every land are glad to see us.

Almost an acre—by actual measurements—in one big, fine spread of toys. Live ponies for children to ride—nothing to pay. And so much for everybody to enjoy. Saturday, November 11th, is the great day.

Women's Coats

Style and Quality First Considerations and yet—

on any coat bought at Gimbels a woman saves anywhere from \$5 to \$75.

Widest choice, too—about twice as many styles as anywhere else.

At \$15, \$16.75, \$18.75 and \$19.75. Coats of vicuna velours, Fishkin mixtures, wool velours, wool plushes, broadcloths, astrachan-cloths.

Variouly trimmed with handsome plush or broad bands of fur. At \$23.75, \$25, \$29.75, \$35 and \$39.75. Coats of silk plush, llama cloth, chinchilla, English astrachan-cloth, imported wool velour, mannish overcoating, suede-finish broadcloth and Paradise plush.

Either interestingly plain or richly trimmed with natural racoon, dyed opossum or Hudson seal (dyed muskrat).

And at \$45 to \$195 Exclusive, Beautiful, Model Coats

Sometimes but a single coat—sometimes two. But all true to the French original—in cloth, lining, style and handsome fur. Variouly of bolivia cloth, silk velour and velour de laine. —Gimbels, Salons of Dress, Third floor.

Women's Silk Stockings

That Partake of Every Color of the Rainbow

A "colorful" season. And this is very marked in silk stockings for women. At Gimbels—colors for the debutante as well as for evening functions and street wear.

Novel are the silk stockings with blue, green, rose, brown and white boot, with narrow crosswise stripes of contrasting color, plain lisle top, at \$1.35 a pair.

The drop-stitch silk stocking has been re-entranced! Shown in white, pink, navy, brown, black, silver and tan. All silk from the toe to the top. They're \$2 a pair.

Fifty shades in the Boot Silk Stocking at 65c a pair. The "difficult to find" tints are represented. —Gimbels, First floor.

1000 Fine Waists

Of Georgette Crepe or Crepe de Chine and striped silk Grenadine.

At \$3; Values \$3.95 and \$5

"Clearance" from the maker of our most popular waists. About twelve styles.

1500 Tub Silk Waists at \$2; Regularly \$3

White grounds with clusters of color-stripes in pastel shades. And satin-striped tub silks in rose, maize, Nile green and flesh-pink.

4700 Just-Bought Tailored and Lingerie Waists at \$1 and \$2

Variouly organdies, voiles, batistes, linens and madrases. Every new, fetching style!

—Gimbels, First floor Aisles and Salons of Dress, Third floor.

And a Great Display—Waists at \$3.95 and \$5

Of Georgette crepe, crepe de Chine, nets, radium and Chantilly laces. In street, evening and "suit colors." —Gimbels, Salons of Dress, Third floor.

\$3.95 Taffeta Waists at \$3

Rich, dark plaids and black and white.

\$3 Waists at \$2

Brussels nets, tub silks and other silks. Odds and ends of many styles and kinds. —Gimbels, Subway Store.

A Good Many Thousand MEN Pay \$25 for Suit and for Overcoat



Society Brand Clothes

"Kuppenheimer" and "Society Brand" Clothes Lead in Favor

More than a hundred choices at this one price—Suits—worsted, chevot, cassimere, silk mixture, serge, flannel, tweed, \$25.

Overcoats—melton, kersey, chinchilla, Elysian beaver, worsted nub fabrics, Duffie fleecce, Whitney and novelty-back fabrics, \$25.

Week-End Specials—Worsted Suits at \$15. Overcoats—Chesterfield and fancies at \$15. —Gimbels, Second floor, Ninth Street.

Every Now and Then Gloves

From Paris Arrive at Gimbels

Many women prefer French Gloves—so for their benefit—plenty at Gimbels. "La Favorite" is a popular French glove. Very soft and pliable. In white and black with contrasting stitching and tan and gray. \$1.50 a pair.

For the woman who likes a wash glove—this cape glove will appeal. In pearl white and tan with a suggestion of black stitching. \$1.25 a pair.

From across the sea came these Women's Duplex Gloves. In white, pongee and gray. Scarce in some stores, we are told. \$1 a pair.

Wash Rite Gloves for men are dressy and serviceable. In sand, burntum, natural brown and oyster white; fastened with one clasp. At \$2.50 a pair.

For Boys and Girls: Lined kid gloves in pretty tan shades; also gray mocha. Choice at \$1.25 a pair. —Gimbels, Regular Section, First floor.

Misses' Suits and Coats

"Samples" and Surplus Lots Show Savings Seldom Offered So Early in the Season

Styles that reflect the season's smartest fashions! A timely sale with values so remarkable as to call forth a big response.

Misses' Suits at \$12.75 and \$17.75 Values Range \$20 to \$39.75

Nearly a hundred styles to choose from. Varied materials. Some fur-trimmed. Many belted and the majority have pockets. Black, navy, brown, green and the other favorites. All sizes, 14 to 18, at each price.

Sample Suits at \$24.75, Values \$45 to \$50

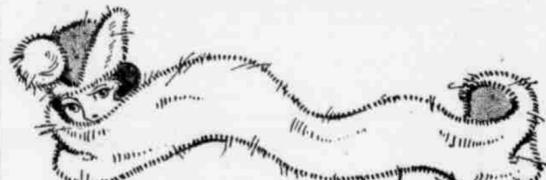
Distinctive styles—one and all. Of velour and velveteen, the majority garnished in fur.

Misses' Top-Coats at \$10, \$13.75 and \$15

All values truly extraordinary. At \$10. Three new models, some plush-trimmed. With large collars. At \$13.75. Sample coats worth \$20 to \$29.75. Of mixtures, boucles and chevots. Large plush collar and cuffs. Some with fur collars. In burgundy, navy, green and brown.

At \$15—very swagger cut coats in the wanted colors. For girls 14 to 20 years. —Gimbels, Salons of Dress, Third floor.

Fox Furs—Grow Daily in Women's Favor



Especially the glossy black fox that "goes with" everything and is as appropriate to wear to the opera as to market!

Muffs to match the neck-piece you already have; or neck-pieces to match the muff. Or the whole set—beautifully matched.

Black Fox Sets at \$29.75, \$39.75, \$50, \$57.50, \$62.50 to \$97.50. Black Fox Neck-pieces at \$14.75, \$17.50, \$19.75, \$22.50, \$25, \$27.50, \$29.75, \$35 to \$47.50. Black Fox Muffs at \$17.75, \$19.75, \$22.50, \$25, \$27.50 to \$42.50.

FUR COATS—Very Stylish Models

Moleskin—the bonny Scotch moles—with the tiny skins beautifully "worked." One Coat, with a wonderful collar of skunk, at \$250; another, trimmed with full-haired kolinsky, at \$125.

Persian Lamb Coat at \$350—The flattest, glossiest moire skins, in a model that ripples from the very shoulders. Big, deep collar and deep cuffs of very fine kolinsky. Caracal Coat, with black lynx collar and cuffs, at \$175. Persian Lamb Coat—with skunk collar, cuffs and deep border—at \$375. Cut on very, very full-flared lines. —Gimbels, Fur Salons, Third floor.

Motor Hats and Turbans

Complete With Veil—at \$5.95



Shapes that can be adjusted without a mirror. A bit of rubber at the back holds the hat close to the head. In combinations of black velvet with silk poplin in rose, brown, green, gray, navy blue and purple.

All-Poplin Turbans at \$4.95 —Gimbels, Millinery Section, Third floor.

Gimbel Shoes for Women

\$4 and \$4.50

Patent leather, mat kidskin, glazed kidskin and gunmetal calfskin. Button and lace—as the various styles demand.

Gimbels charge least for shoe quality—because working to double this very great shoe business. It's no time for a sensible store to grasp for big profits.

Perfection Shoes, \$6 to \$8 values, at \$3.90—a quick way of ending a few pretty styles that we cannot reorder.

Women's silver-cloth Slippers at \$3.85—in every way desirable and will not quickly tarnish—in beauty outlasting even the high-priced former sorts. —Gimbels, Second floor.

Boys' Clothing

Worth While

Of all seasons, this era of higher prices suggests that mothers of boys buy clothes, not excuses.

Year after year Gimbels lead in boys' clothing—serving best.

Norfolk Suits, \$5 to \$16.50.

Suits for stout boys of 12 to 18, \$10 to \$15.

Junior Overcoats, \$5 to \$15.

Overcoats for boys of 12 to 18 at \$15.

Mackinaws for boys, \$5 to \$12.50.

Week-end Specials—\$10 for \$12.50 and \$13.50 Norfolk Suits, for ages 7 to 18. Choice of single- or double-breasted. Various good fabrics and colors.

\$6.50 for \$8.50 Norfolk Suits. With extra pair of lined Knickers.

\$6.50 for \$8.50 Junior Overcoats—for ages 2½ to 12 years. —Gimbels, Third floor.

Now—Sweater Sets

For Women Who Indulge in Outdoor Sports

Ideal for golfing, tramping, skating and motoring. Set consists of sweater, cap and fringed scarf—all of brushed wool. Trimmed in knitted wool bands. The sweaters can be buttoned close to the neck. With pockets and belt. Choice of green and rose. They're \$9.75 a set.

Sweater Coats for women of Shetland weave. In green, rose, navy and purple, with white brush wool collar and cuffs, at \$5.

Heavy Knitted Sweater Coats for young girls; have high roll collar with belt and pockets. In rose, reseda, navy, oxford, brown and white. At \$4. —Gimbels, First floor.

Women's High Shoes

at \$3 a pair

Beautiful Models for Dress and Street Wear

Made of fine, selected leathers over stylish, well-fitting lasts, with light Goodyear welted soles. It would be impossible for us to give such values if these shoes had not been ordered months in advance. \$3.

Men's Shoes—Special at \$2.90

Black calf and patent leather, lace and button; welted soles. Children's Black Kid Shoes—Button styles, with full round toes and good soles—at \$1 to \$1.95, as to sizes. —Gimbels, Subway Store.

Men's and Young Men's Suits and Overcoats

Special at \$12.50 Each—Subway Store

These attractive lots are at less than usual prices—and are recent purchases; an excellent variety.

Suits of cassimere worsteds and chevots, "pinched" or plain-back models; neat, conservative styles for older men. \$12.50.

Overcoats that are medium or heavier weights, in grays, blacks and fancy mixtures. \$12.50. —Gimbels, Subway Store.

Boys' Norfolk Suits—Fine Value at \$4.95

Chevots and tweeds, new lines, new models, for ages 7 to 18 years.

Boys' Norfolk Suits, with extra trousers, at \$6.50—winter-weight cloths; for ages 7 to 18 years.

Boys' Mackinaws and Overcoats, at \$3.95 and \$4.95—selected plaids and fancy weaves, for ages 3 to 17 years—also chinchilla, for ages 3 to 10 years. —Gimbels, Subway Store.

In the Subway Store Tomorrow—

In Regular Section and Extra Space on Subway Aisle

2500 Newest-Style Coats for Women, Misses, Juniors at \$10, \$12.75, \$15 and \$19.75: Values \$15 to \$30



Traveling Coats: Utility Coats: Coats for "Best"

From several well-known New York makers.

All the Favored Materials

Wool plushes, silk plushes, wool velours, English coatings, mixtures, zibelines, tweeds and two-tone boucles—mostly imported fabrics.

All the Popular Colors

Burgundy, brown, green, navy blue, black, gray, besides mixed and salt-and-pepper effects.

Unusual Styles

All full-flare models. All with big, becoming, cosy collars. Belted or semi-belted.

Some fur-trimmed; some fine plush-trimmed; some all of the cloth.

Coats at \$10 are Values \$15 to \$16.50

Coats at \$12.75 are Values \$17.50 to \$20

Coats at \$15 are Values \$20 to \$22.50

Coats at \$19.75 are Values \$25 to \$30

Sizes for Women, 36 to 52; for Misses, 14 to 18; for Juniors, 13 to 19.

500 Coats for Girls of 4 to 14 Years

Prices: \$4 to \$7.95: Values \$5 to \$10.75

Snappy little Coats of boucle, velvet, corduroy, sibilene, chevots—in solid colors, besides stylish tweeds and mixtures.

Coats at \$4, Values \$5 to \$8

Coats at \$5.95, Values \$7.50 to \$8.50

Coats at \$7.95, Values \$9.75 to \$10.75

All sizes, 4 to 14 years in the lot.

—Subway Store.

Market Chestnut Gimbel Brothers Eighth and Ninth